

**Executive Director's Annual Report 2015-16
Nelson Kootenay Lake Tourism Society**

Nelson Kootenay Lake Tourism Society is a not-for-profit self-sustaining Destination Marketing Organization. It is industry-funded, research-based and membership-driven, covering an area from Nelson (including Whitewater Ski Resort, Retallack and Baldface) Balfour, Proctor, Harrop, Ainsworth, Kaslo, Lardeau and Meadow Creek.

Vision

To be the acting tourism voice of the Nelson Kootenay Lake region creating innovative and strategic marketing plans to attract visitors to its communities.

Mission

Through year-round compelling marketing Nelson Kootenay Lake Tourism Society promotes the region's unique cultural qualities (outdoors, sports, dining, shopping, arts, health and wellness, heritage) to potential visitors, ultimately increasing the number of visitations and length of stays.

Board of Directors

1. Eleanor Stacey (Cultural Development Commission)
2. Gary McCandlish (Balfour Historical Society and Business Association)
3. Peter Moynes (KMC Magazine)
4. John Dutton (Nelson Whitewater Rafting Company)
5. Debra Hamilton (Wing Creek Resort)
6. John Addison (Kaslo Chamber)
7. Jake Murfitt (Ainsworth Hot Springs Resort)
8. Rob Little (Adventure Hotel/Louie's/Empire)
9. Rebeckah Hornung (Whitewater Winter Resort)
10. Alex Ulaszonek (Nelson Regional Sports Council)
11. Val Yowek (Nelson and District Chamber of Commerce, NAEDP)
12. John LeBleu (Prestige Lakeside Resort and Prestige Inn)

Organizational Summary

NKLT is composed of 12 board positions, an executive director (ED) and a variety of contractors. This group has worked together developing and implementing marketing initiatives, community awareness and partnerships.

The Executive Director's 40-hour work week consists of managing and implementing the marketing plan, hosting media tours, attending meetings in and out of the area. The ED supports collaboration between other tourism organizations, sitting on the Cultural Development Committee and International Selkirk Loop Board, representative at stakeholder-related community meetings, and partnering with businesses throughout the region to improve awareness of what we have to offer to potential visitors.



The social media, photography, design, website content, and some project specific promotions are managed by Janneke Guenther, a recent graduate of Selkirk College. Janneke worked as a summer student in 2015 and part time throughout her final school year, and as of June 2016 started as a full-time employee at NKLT. The website is hosted and managed by Brad Higham of Collabo.co, located in the Slocan Valley. Videography is produced by Bryan Webb, a part time instructor at Selkirk College, and contractor in the region. Additional contractors are hired at times to keep NKLT evolving in video, photography and the written word. Working as a team, sharing ideas, and discussing strategies and creative direction has allowed us to meet our goals and make high level decisions on opportunities and challenges.

Marketing Summary

The marketing initiatives in the five month year (November 1, 2015 to March 31, 2016, a short year due to our change in fiscal year end), covered a variety of media reaching our targeted audiences through magazine, newspapers, online advertising and digital (social media) promotions. The following is a summary of our initiatives that promoted the NKL region as a four-season destination.

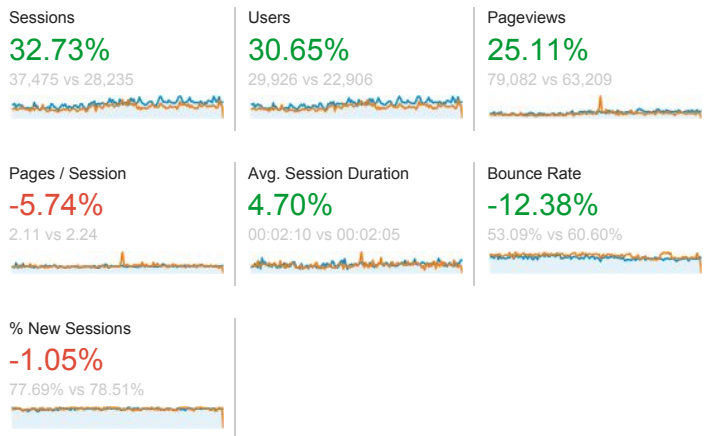
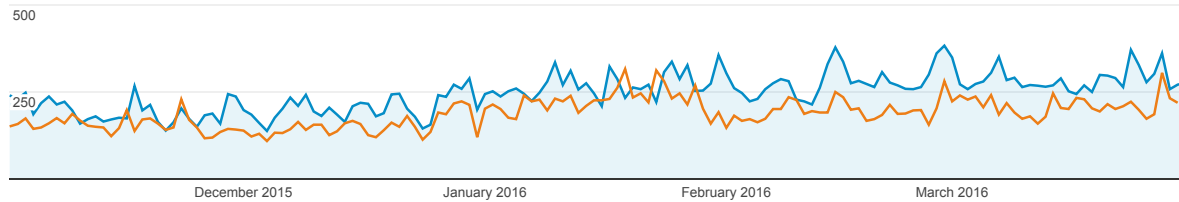
Advertising/Social Media

- **Publications:** Out There Monthly, NKL Vacation Guide, KMC, CMC, KRT Travel Guide, Outdoors NW, Kettle Valley, Kootenay Ferry, CWSAA, West Kootenay Bride, Outdoors NW, BC Musician Mag, ISL brochure and map, Outdoors NW
- **Online Ads:** KRT Eblasts and Brochures.ca, Castanet, Out There Monthly, facebook, KMC, Back Country Skiing, Outdoors NW
- **Facebook:** 9104 from 8393 this fiscal - up 711
- **Twitter:** from 1546 from 1484 followers - up 62
- **Instagram:** 2531 from 1670 followers - up 861
- **Newsletter:** emailed monthly to over 3127 subscribers
- **Initiatives/Tradeshows:** Calgary and Spokane Motorcycle Shows, Calgary Outdoor Show, Nelson Curling Club, Golf Shows - Calgary, Spokane, Vancouver
- **FAM** - 6 media groups came to the area over the winter



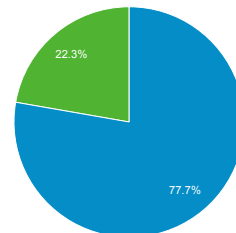
Website Overview

Nov 1, 2015 - Mar 31, 2016: ● Sessions
 Nov 1, 2014 - Mar 31, 2015: ● Sessions

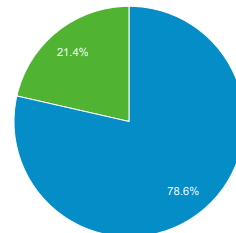


■ New Visitor ■ Returning Visitor

Nov 1, 2015 - Mar 31, 2016



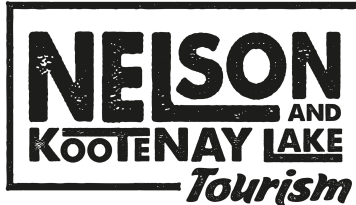
Nov 1, 2014 - Mar 31, 2015



- Sessions, Users, Pageviews, Duration and Bounce Rate have improved remarkably. Number of Pages viewed per session is down a bit and will be addressed through website changes.
- Website audit by Alex Metcalf that directed us in our reskinning and some slight architectural adjustments.
- Link building is still a challenge. We have sent out our new logo, with the incentive of receiving a ¼ pg ad in KMC, but we do not have many respondents who have put up the new logo.

Photography and Video

- Videos: Kaslo, Biking, Calendar Introduction AND Calendar Success
- New images is ongoing by internal and external photographers



Strategic Plan

What are we doing to reach our four goals?

1. Creative Direction

- New Creative Strategy implemented: logo, positioning statement, design, messaging
- Surveys AB - creative and positioning statement
- Website reskinned
- Creative Ads Messaging and Design

2. Research

- Selkirk College Students - who is visiting, when and why
- Postal Code Data - winter
- Conference Spaces
- Balfour Ferry - tourism impact
- Postal Code Data - summer
- Tourists - psychographics survey
- Calendar Experience
- EQ Survey

3. Shoulder Season

- Shopping Campaign May - June - Sandpoint Mag, radio and social media
- DBC Coop Marketing - Cultural Theme - \$53,000
 - Cultural maps
 - Cultural brochure
 - Cultural Events Calendar
 - Creston Billboard
 - Consumer Shows and WH20 Party
 - Website Content Development
 - Marketing - mags, online and billboard

4. Collaboration - NKLT as an advocate for tourism-related topics, will ensure our tourism partners are heard and we will support fair and responsible initiatives to maintain and improve the tourism industry.

- Partnerships
 - \$7180 amounting to 104 partners (Nelson shopping campaign brought in 12 new partners - thank you!)
- Community Calendar
- Kootenay Golf Trail
- Tiny Lights
- Main Jet, Zipline, Nelson Whitewater Rafting
- Short Term Rental discussions



- Railtown Development discussions
- Urban Design Discussions
- Balfour Ferry move to Queen's Bay
- DBC/Nelson Visitor Centre - social media strategy
- Kaslo Jazz Festival - \$5000 for new fencing

Feedback

We value your participation and opinions. For NKLT to meet the needs of the communities and its stakeholders, please send us an email or give us a call anytime. Let us know what we are doing well, and other ideas we should consider to help support and promote the region.

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Dianna Ducs
Executive Director
Nelson Kootenay Lake Tourism Society

This [Annual Report](#) is available on the Nelson Kootenay Lake website.

www.nelsonkootenaylake.com/info/about/board-reports